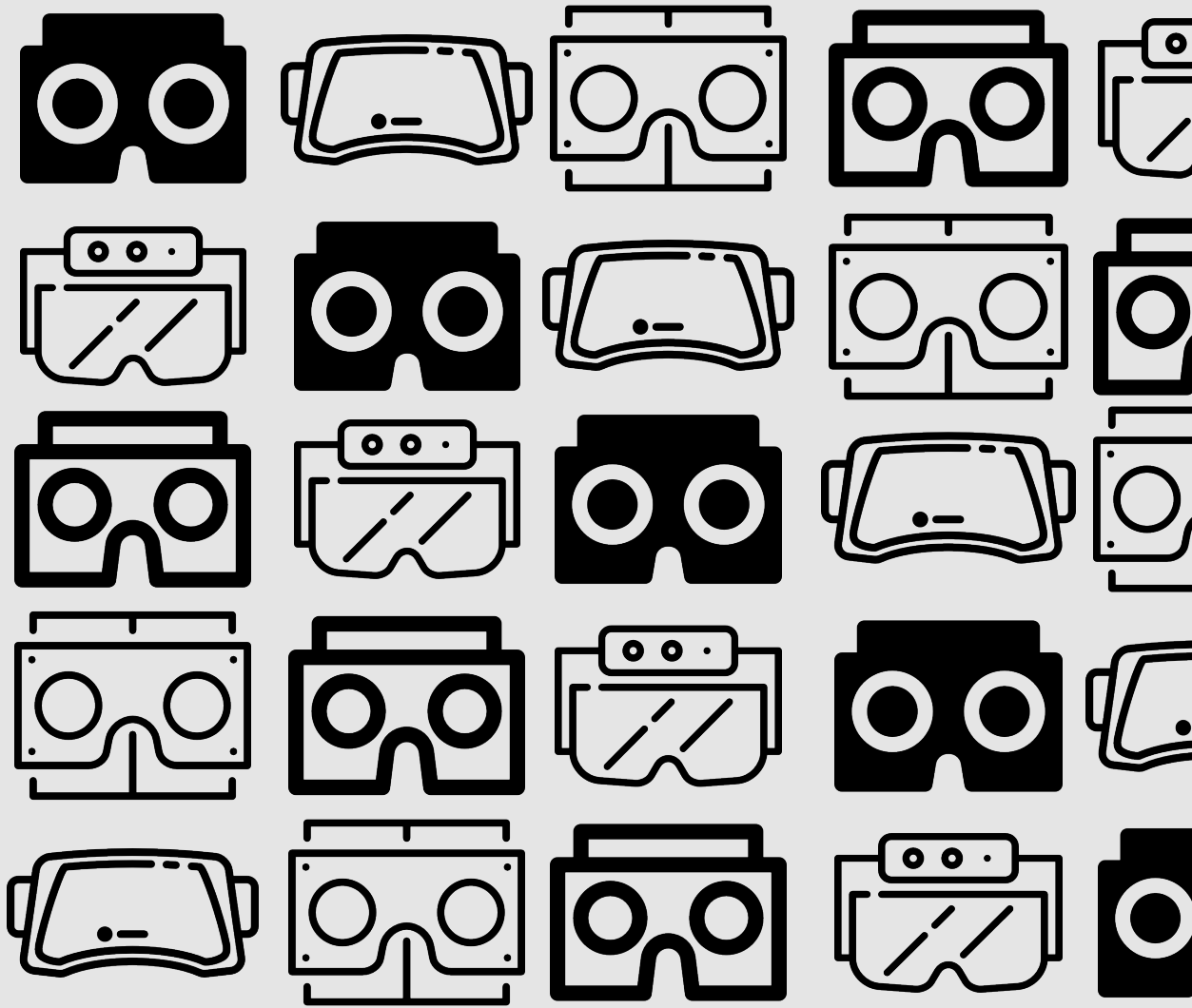


# *VIRTUAL DISRUPTION – IT'S REAL*

JESSICA SMITH,  
RESEARCH ANALYST

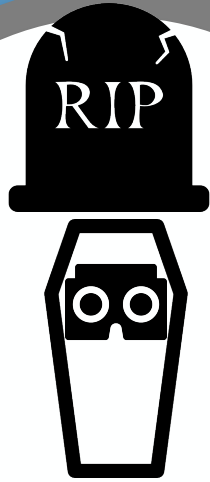
BI INTELLIGENCE

PROVIDING IN-DEPTH INSIGHT,  
DATA, AND ANALYSIS OF  
EVERYTHING DIGITAL.

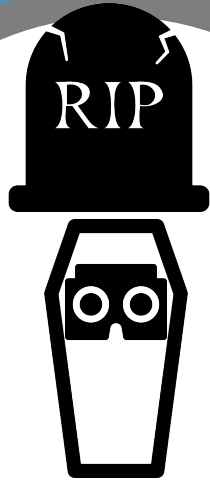




*Virtual  
Reality!*



*Virtual  
Reality!*



*Virtual  
Reality!*





*TODAY'S VR  
ISN'T THIS*

*OR THIS*





*OR THIS, EITHER*

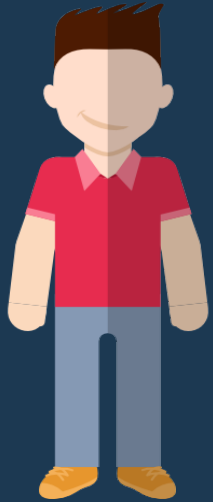




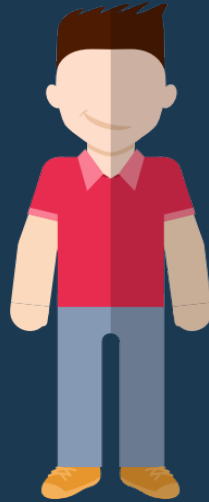
*BUT IT'S  
ALSO NOT THIS  
...YET*



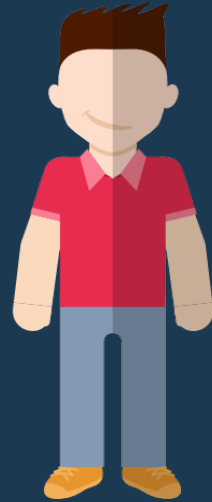




**Investors**



**Developers**



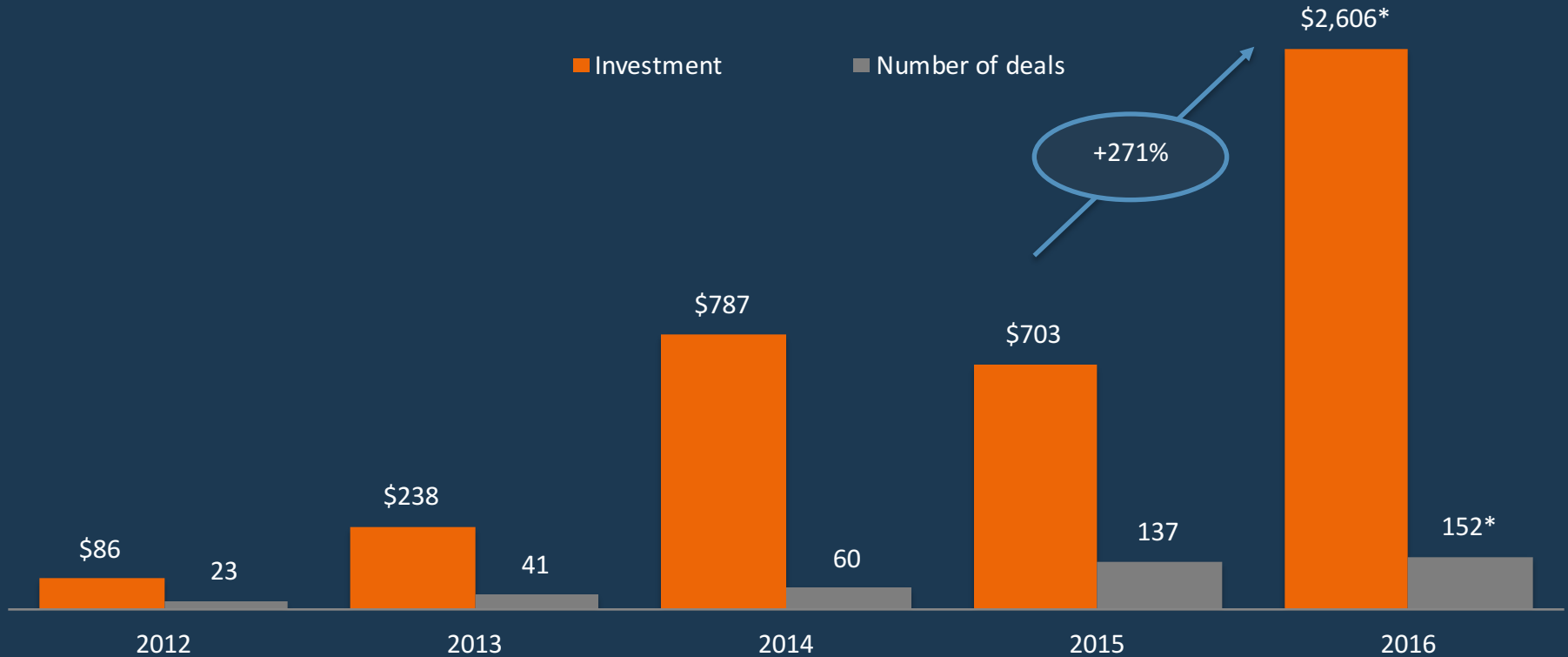
**Consumers**

# GLOBAL INVESTMENT IS BOOMING

MILLIONS (\$)

Investment

Number of deals

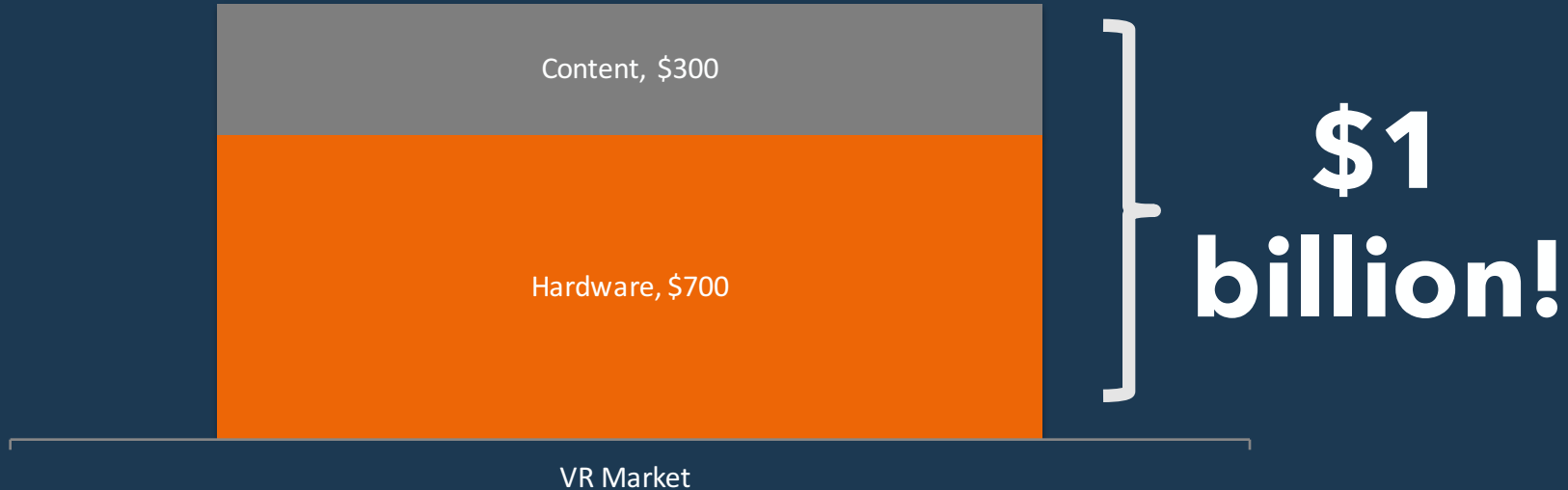


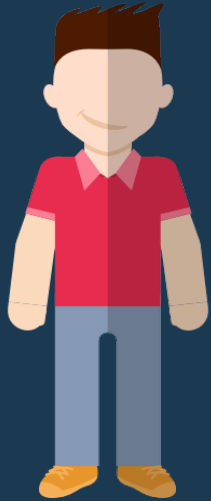
\*2016 Full-Year Projection  
Source: CB Insights, July 2016

BI INTELLIGENCE

# THE VR MARKET IS EXPECTED TO HIT \$1 BILLION IN 2016

VR REVENUE GENERATION, BY CATEGORY, MILLIONS (\$)

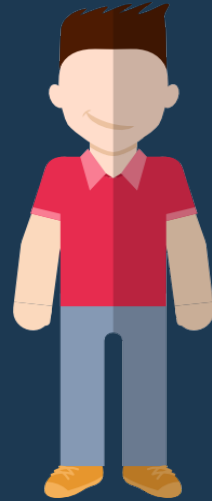




**Investors**



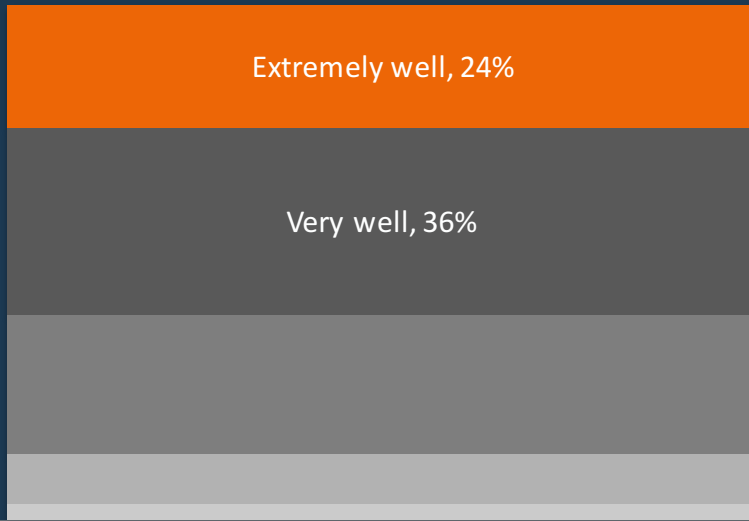
**Developers**



**Consumers**

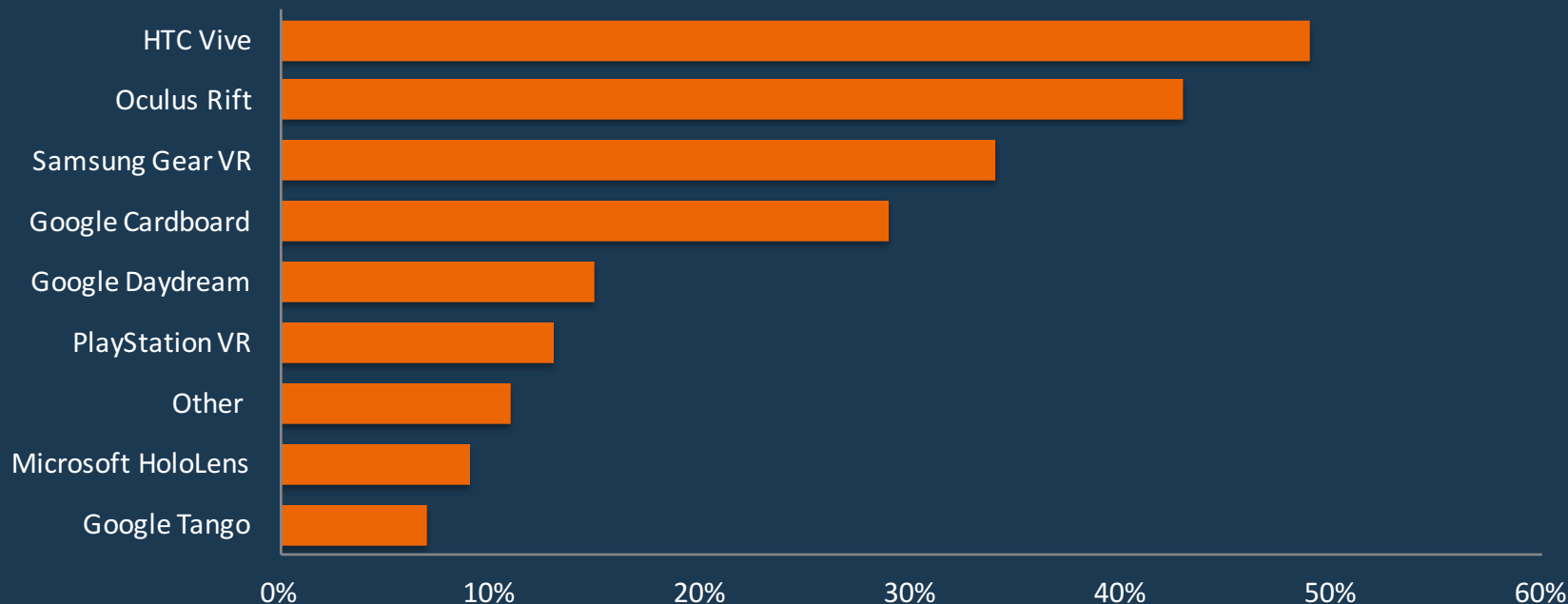
# DEVELOPERS ARE READY TO MAKE VR CONTENT

*Q: HOW WELL WOULD YOU SAY YOU UNDERSTAND THE DEVELOPMENT PROCESS FOR VR TECHNOLOGIES?*



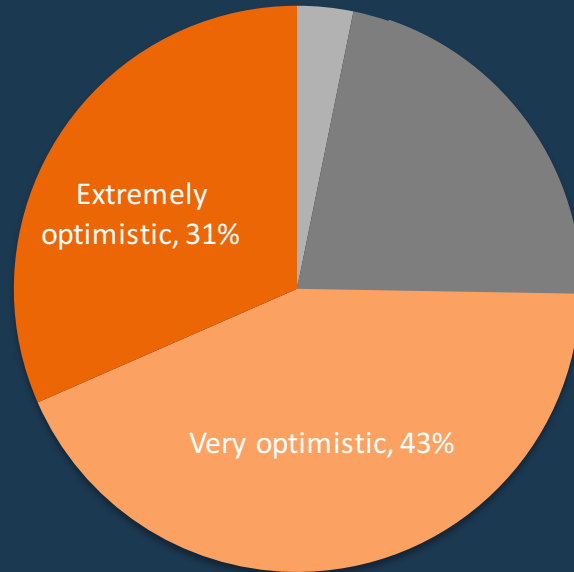
60% of developers  
are **at least very  
familiar** with VR  
development process

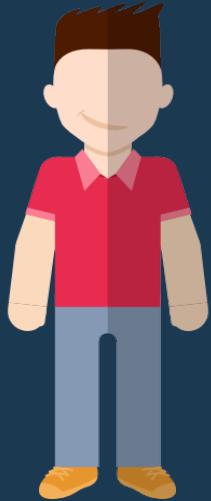
# 3 IN 4 DEVELOPERS ARE CREATING CONTENT FOR A VR OR AR PLATFORM



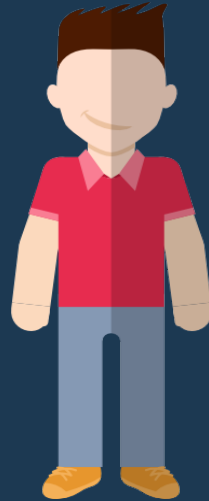


# DEVELOPERS EXPECT VR TO ENTER THE MAINSTREAM SOON

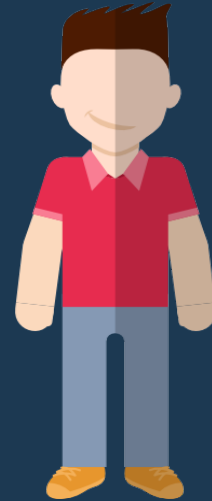




**Investors**

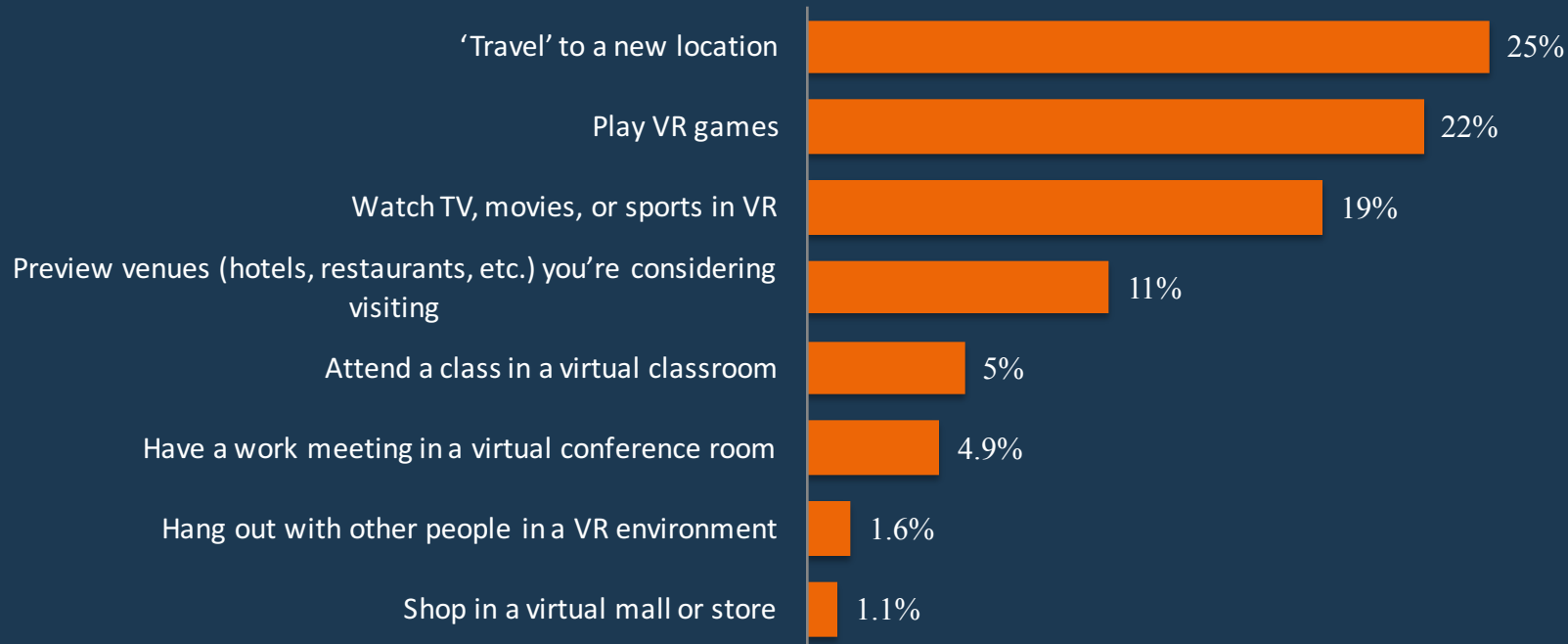


**Developers**

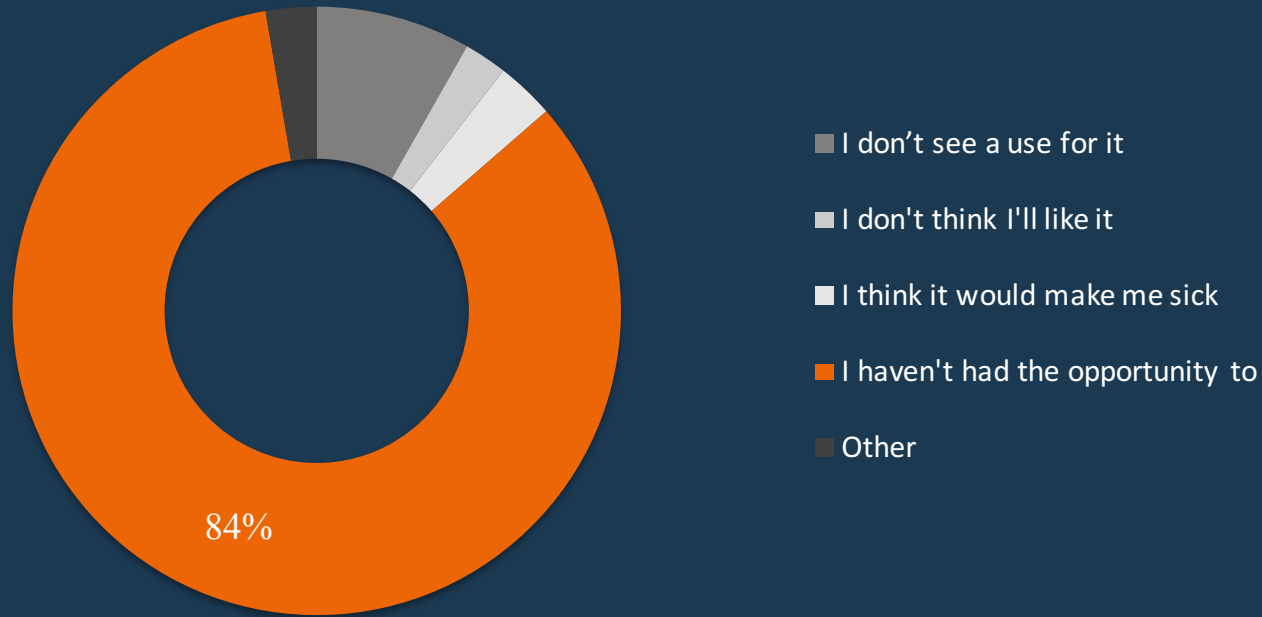


**Consumers**

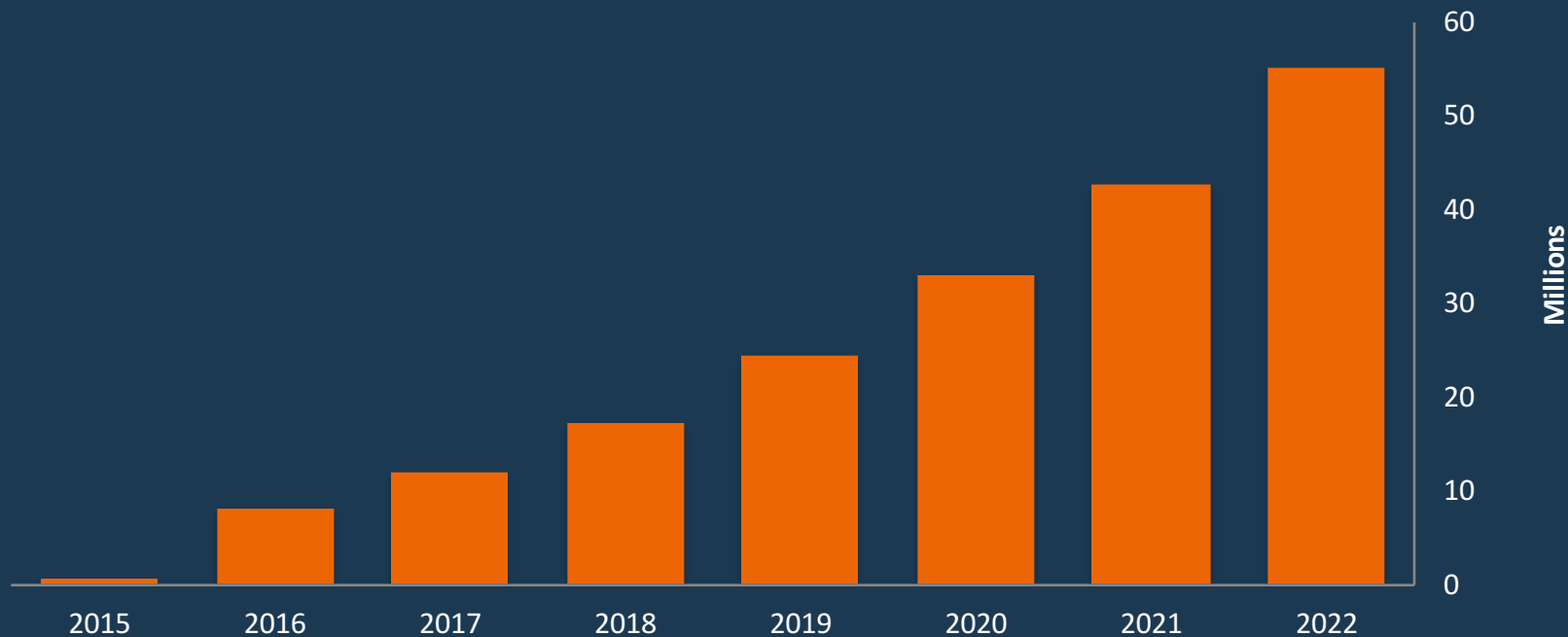
# THERE'S INTEREST IN A WIDE ARRAY OF VR ACTIVITIES

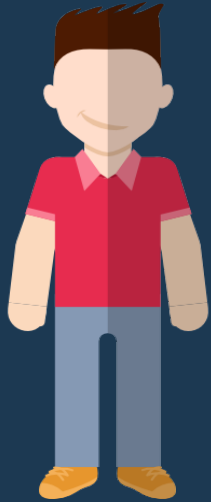


# AND THE REASONS FOR NOT USING VR TECH ARE QUICKLY DISSIPATING

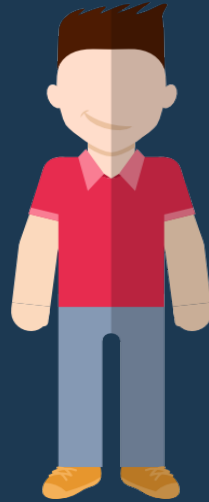


# CONSUMERS TO DRIVE VR HEADSET SHIPMENTS TO 55 MILLION IN 2022

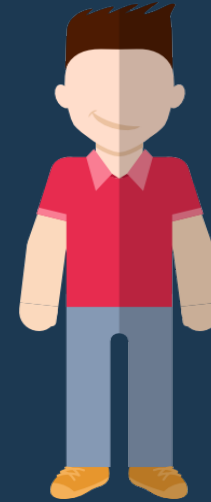




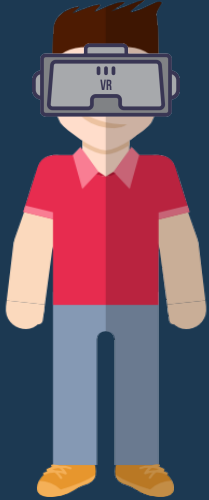
**Investors**



**Developers**



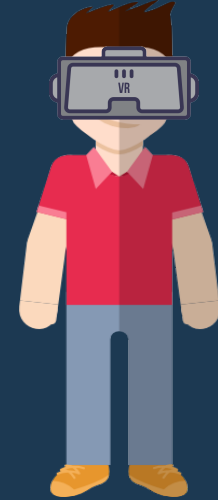
**Consumers**



**Investors**



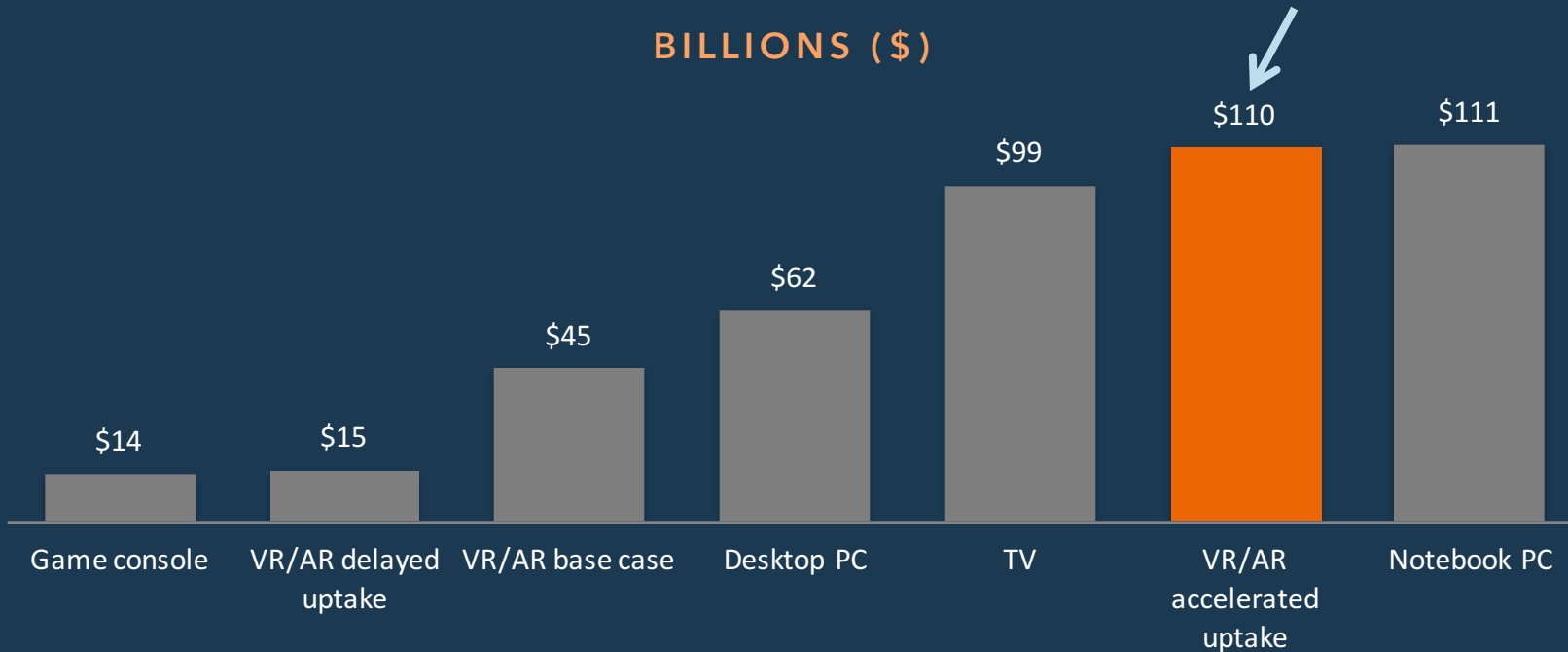
**Developers**



**Consumers**



# THE GLOBAL AR/VR MARKET IS EXPECTED TO ECLIPSE MAJOR CONSUMER TECH CATEGORIES IN 2025



# THE GLOBAL AR/VR MARKET IS EXPECTED TO ECLIPSE MAJOR CONSUMER TECH CATEGORIES IN 2025

